

31 Unique Marketing Ideas: Pick Three

Check the three you will run this month. Video ideas left, relationship and authority plays right.

Video & social ideas 1-16

- Listing teaser video from photos
- 60-second neighborhood walkthrough
- 'Just sold' recap video
- Monthly market update under 90 seconds
- Talking-avatar listing intro
- Before-and-after staging reel
- QR code on every yard sign
- Annual area stats recap video
- Property-specific hashtag per listing
- Weekly Instagram Story poll
- 'What sold this week' carousel
- Farm-area Facebook group
- Joint Instagram Live with a local lender
- LinkedIn articles for relocation managers
- Price-per-square-foot breakdown on TikTok
- 30-day content sprint, fixed weekly rotation

Relationships & authority ideas 17-31

- One-stat weekly email
- Handwritten note to the 20 nearest neighbors on launch day
- Personalized video message to every open house visitor
- Relocation guide for out-of-state buyers
- Birthday card to every past client, every year
- Action-plan video for each expired listing
- Vetted local moving-company partnership
- Co-marketing series with an interior designer
- Sponsor a youth sports team in your farm
- Joint buyer-education webinar with a lender
- Past-client referral breakfast, once a year
- Three-tap Google review request within 48h of closing
- Client testimonial video at the closing table
- Case-study post for a challenging sale
- Micro-niche profile on a specialty platform

Rule of three: pick exactly three ideas, run them for 30 days, measure inbound contacts, then keep two and swap one. Trying ten at once is how all of them get done badly.